

MAR 22 2007

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**TO: Commissioner for Patents - United States Patent and Trademark Office**

Fax No. 571-273-8300

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**FROM: Paula Durr (Typed or printed name of person signing Certificate)**

Fax No. 513-626-1355

Phone No. 513-626-1679

Application No.: 10/699,469

Inventor(s): Focht et al.

Filed: October 31, 2003

Docket No.: 9081M

Confirmation No.: 2774

**FACSIMILE TRANSMITTAL SHEET AND****CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. §1.8**

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Paula Durr (Signature)

Listed below are the item(s) being submitted with this Certificate of Transmission:\*\*

- 1) Fee Transmittal-1 page
- 2) Appeal Brief-14 pages
- 3)

Number of Pages Including this Page: 16

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*(FAX-USPTO.doc Revised 11/18/2005)*

<b>FEE TRANSMITTAL</b> <b>for FY 2007</b> Patent fees are subject to annual revision. Effective December 8, 2004	<b>Complete if Known</b>		<b>RECEIVED</b> <b>CENTRAL FAX CENTER</b> <b>MAR 22 2007</b>
	Application Number	10/699,469	
	Confirmation Number	2774	
	Filing Date	October 31, 2003	
	First Named Inventor	Heather Lynn Focht et al.	
	Examiner Name	Necholus Ogden, Jr.	
	Art Unit	1751	
<b>TOTAL AMOUNT OF PAYMENT (\$)</b> 500		Docket No.	9081M

<b>METHOD OF PAYMENT</b>		<b>FEE CALCULATION (continued)</b>																																														
1. <input checked="" type="checkbox"/> The Director is hereby authorized to charge indicated fees submitted on this form, credit any over payments, and charge any additional fee(s) during the pendency of this application to: Deposit Account Number: 16-2480 Deposit Account Name: The Procter & Gamble Company		5. <b>ADDITIONAL FEES</b> <table border="1"> <thead> <tr> <th>Fee Description</th> <th>Fee</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr> <td>Extension for reply within 1<sup>st</sup> month</td> <td>(\$120)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 2<sup>nd</sup> month</td> <td>(\$450)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 3<sup>rd</sup> month</td> <td>(\$1,020)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 4<sup>th</sup> month</td> <td>(\$1,590)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 5<sup>th</sup> month</td> <td>(\$2,160)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Information Disclosure Statement fee</td> <td>(\$180)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>37 CFR 1.16(f) Late Oath/Declaration (nonprovisional)</td> <td>(\$130)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>37 CFR 1.17 (q) Surcharge - Late provisional filing fee or cover sheet</td> <td>(\$50)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Non-English specification</td> <td>(\$130)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Notice of Appeal</td> <td>(\$500)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Filing a brief in support of an appeal</td> <td>(\$500)</td> <td>[500]</td> </tr> <tr> <td>Request for oral hearing</td> <td>(\$1,000)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Acceptance of unintentionally delayed claim for priority under 35 U.S.C. 119, 120, 121, or 365 (a) or (c)</td> <td>(\$1,370)</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Other:</td> <td></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>		Fee Description	Fee	Fee Paid	Extension for reply within 1 <sup>st</sup> month	(\$120)	<input type="checkbox"/>	Extension for reply within 2 <sup>nd</sup> month	(\$450)	<input type="checkbox"/>	Extension for reply within 3 <sup>rd</sup> month	(\$1,020)	<input type="checkbox"/>	Extension for reply within 4 <sup>th</sup> month	(\$1,590)	<input type="checkbox"/>	Extension for reply within 5 <sup>th</sup> month	(\$2,160)	<input type="checkbox"/>	Information Disclosure Statement fee	(\$180)	<input type="checkbox"/>	37 CFR 1.16(f) Late Oath/Declaration (nonprovisional)	(\$130)	<input type="checkbox"/>	37 CFR 1.17 (q) Surcharge - Late provisional filing fee or cover sheet	(\$50)	<input type="checkbox"/>	Non-English specification	(\$130)	<input type="checkbox"/>	Notice of Appeal	(\$500)	<input type="checkbox"/>	Filing a brief in support of an appeal	(\$500)	[500]	Request for oral hearing	(\$1,000)	<input type="checkbox"/>	Acceptance of unintentionally delayed claim for priority under 35 U.S.C. 119, 120, 121, or 365 (a) or (c)	(\$1,370)	<input type="checkbox"/>	Other:		<input type="checkbox"/>
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3. <b>APPLICATION SIZE FEE:</b> Sheets of Spec and Drawings <input type="checkbox"/> (\$250 for each 50 sheets in excess of 100, except for sequence and program listings) SUBTOTAL (2)+(3) (\$) [ ]																																																
4. <b>EXTRA CLAIM FEES FOR UTILITY AND REISSUE:</b> <table border="1"> <thead> <tr> <th></th> <th>Extra Claims</th> <th>Fee from Below</th> <th>Fee Paid</th> </tr> </thead> <tbody> <tr> <td>Total Claims <input type="checkbox"/> - 20** = <input type="checkbox"/> x</td> <td></td> <td><input type="checkbox"/> =</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Independent Claims <input type="checkbox"/> - 3** = <input type="checkbox"/> x</td> <td></td> <td><input type="checkbox"/> =</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Multiple Dependent claims:</td> <td></td> <td><input type="checkbox"/> =</td> <td><input type="checkbox"/></td> </tr> </tbody> </table> ** or number previously paid, if greater; For Reissues, see below <b>Fee Description</b> Claims in excess of 20 (\$50 per claim) Independent claims in excess of 3 (\$200 per claim) Multiple dependent claim, if not paid (\$360) **Reissue: each independent claim over 3 and more than in the original patent (\$200 per claim) **Reissue claims: each claim over 20 and more than original patent (\$50 per claim) SUBTOTAL (4) (\$) [ ]			Extra Claims	Fee from Below	Fee Paid	Total Claims <input type="checkbox"/> - 20** = <input type="checkbox"/> x		<input type="checkbox"/> =	<input type="checkbox"/>	Independent Claims <input type="checkbox"/> - 3** = <input type="checkbox"/> x		<input type="checkbox"/> =	<input type="checkbox"/>	Multiple Dependent claims:		<input type="checkbox"/> =	<input type="checkbox"/>	SUBTOTAL (5) (\$) [500]																														
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<b>SUBMITTED BY</b>		<b>Complete (if applicable)</b>	
Name (Print/Type)	Bridget Murray	Registration No.	52,555
Signature	<i>Bridget Murray</i>	Telephone	(513) 626-0575
		Date	March 22, 2007

This collection of information is required by 37 CFR 1.17. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon individual case. Any comments on the amount of time you are required to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P. O. Box 1450, Alexandria, VA 22313-1450. DO NOT send this information to the public.

**RECEIVED  
CENTRAL FAX CENTER****MAR 22 2007****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No. : 10/699,469  
Applicant(s) : Heather Lynn Focht et al.  
Filed : 10/31/2003  
Title : Striped Liquid Personal Cleansing Compositions  
Containing A Cleansing Phase and A Separate Benefit  
Phase With Improved Stability  
TC/A.U. : 1751  
Examiner : Necholus Ogden, Jr.  
Conf. No. : 2774  
Docket No. : 9081M  
Customer No. : 27752

**APPEAL BRIEF**

Mail Stop Appeal Brief - Patents  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

This Brief is filed pursuant to the appeal from the decision communicated in the Advisory Action mailed on January 19, 2007.

A timely Notice of Appeal was filed on January 23, 2007.

**REAL PARTY IN INTEREST**

The real party in interest is The Procter & Gamble Company of Cincinnati, Ohio.

**RELATED APPEALS AND INTERFERENCES**

There are no known related appeals, interferences, or judicial proceedings.

**STATUS OF CLAIMS**

The rejection to Claims 1-2, 4-6, 8-12, 14-17, 19-20, 23-25, 27-31, 33-36, 38-39 and 41-54 have been withdrawn. The Appellants assume these claims are allowed.

Claims 7, 13, 18, 26, 32 and 37 are rejected.

Claims 7, 13, 18, 26, 32 and 37 are appealed. A complete copy of the appealed claims is set forth in the Claims Appendix attached herein.

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#### STATUS OF AMENDMENTS

Amendments to claims 1-2 and the addition of claims 22-40 were filed on Sept. 28, 2004. These amendments were entered.

Amendments to claims 1-20 and 22-39 and the cancellation of claims 21 and 40 were filed on Sept. 19, 2005. These amendments were entered.

Amendments to claims 1, 2, 4, 5, 11, 23, 24 and 30, the cancellation claims 3 and 22 and the addition of claims 41-54 were filed on Feb. 2, 2006. These amendments were entered.

#### SUMMARY OF CLAIMED SUBJECT MATTER

The present invention relates to a personal cleansing article that comprises a package containing a striped personal cleansing composition (page 3, lines 16-18; page 21, lines 16-20, page 26, lines 1-4, page 27, lines 9-12 and page 28, lines 7-10). The striped personal cleansing composition comprises a first stripe comprising a cleansing phase comprising a surfactant and water; (page 2, line 24-25) and at least one additional stripe comprising a benefit phase comprising at least about 20%, by weight of said benefit phase, of a hydrophobic skin benefit agent having a Vaughan Solubility Parameter of from about 5 to about 15 (cal/cm<sup>3</sup>)<sup>0.5</sup> (page 13, line 4 to page 17, line 2), and a density modifier comprising a low density microsphere (page 8, line 26 to page 9 line 27 and from page 20, line 30 to page 21, line 6). The cleansing phase and the benefit phase have substantially the same density (page 29, line 8). The striped personal care composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof (page 5, lines 2-5). The cleansing phase and said benefit phase are in physical contact within said package (page 1, lines 12-14 and page 2, lines 9-16).

#### GROUND OF REJECTION TO BE REVIEWED ON APPEAL

Do Claims 7, 13, 18, 26, 32, and 37 comply with the written description requirement under 35 USC §112, first paragraph?

#### ARGUMENTS

Claims 7, 13, 18, 26, 32, and 37 comply with the written description requirement under 35 USC §112, first paragraph.

The Advisory Action states that Claims 7, 13, 18, 26, 32, and 37 remain rejected under 35 USC §112, first paragraph because the Appellant did not have support in the originally filed application for the subject matter as required for the written description paragraphs. The Advisory Action states that although Appellant does have support for the subject matter in the provisional application, it does not satisfy the requirements of under 35 USC §112, first

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paragraph. The Advisory Action states the subject matter must be in the original filed specification.

The Appellants respectfully traverse the rejection.

The Examiner states that Claims 7 and 26, which recite "substantially free of surfactant," are not supported by the Appellant's disclosure. Appellants respectfully submit that the terminology "substantially free of surfactant" is found in original claim 7 filed in the U.S. non-provisional application 10/699,469 filed October 31, 2003. Moreover, "substantially free of" is defined on page 4, line 18-20 in the U.S. non-provisional application 10/699,469 filed October 31, 2003. The Examples on pages 23, line 26 to page 28, line 10 describe benefit phase formulae that are substantially free of surfactant. Further, the Appellants respectfully submit that the terminology "substantially free of surfactant" is found in original claim 5 filed in the U.S. provisional application 60/423,537 filed November 4, 2002. Moreover, "substantially free of" is defined on page 4, line 18-20 in the U.S. provisional application 60/423,537 filed November 4, 2002. The present application claims benefit to U.S. provisional application 60/423,537 filed November 4, 2002. Therefore, the Appellants believe that there is sufficient disclosure for Claims 7 and 26 of the present invention to satisfy the written description requirement.

The Office Action states that Claims 13 and 32, which recite the range "3 to 60%" by weight of the cleansing phase, are not supported by the Appellant's disclosure. The Appellants respectfully submit that the range "3 to 60%" is found in original claim 13 filed in the U.S. non-provisional application 10/699,469 filed October 31, 2003. Further, the Appellants respectfully submit that the range "3 to 60%" is found in original claim 12 filed in the U.S. provisional application 60/423,537 filed November 4, 2002. The present application claims benefit to U.S. provisional application 60/423,537 filed November 4, 2002. The Appellants respectfully argue that the originally filed claims form part of the specification of the patent application therefore, the written description requirement is satisfied. Thus, the Appellants believe that there is sufficient disclosure for Claims 13 and 32 of the present invention to satisfy the written description requirement.

The Office Action states that Claims 18 and 37, which recite the component "cationic polymer," are not supported by the Appellant's disclosure. The Appellants respectfully submit that the component "cationic deposition polymer" is found in original claim 18 filed in the U.S. non-provisional application 10/699,469 filed October 31, 2003, as well as, page 11, lines 1-3 and U.S. Patent No. 5,011,681, to Ciotti et al., issued April 30, 1991 that is incorporated by reference. The Examples on pages 23, line 26 to page 28, line 10 describe formulae with cationic

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deposition polymer, such as, guar. Further, the Appellants respectfully submit that the component "cationic deposition polymer" is found in original claim 15 filed in the U.S. provisional application 60/423,537 filed November 4, 2002. The present application claims benefit to U.S. provisional application 60/423,537 filed November 4, 2002. Therefore, the Appellants believe that there is sufficient disclosure for Claims 18 and 37 of the present invention to satisfy the written description requirement.

SUMMARY

The Appellants respectfully request that the rejections of record be withdrawn.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY

  
Signature

Bridget Murray  
Registration No. 52,555  
(513) 626-0575

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### CLAIMS APPENDIX

1. (Allowed) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:

- (a) a first stripe comprising a cleansing phase comprising a surfactant, and water;
- (b) at least one additional stripe comprising a benefit phase comprising at least about 20%, by weight of said benefit phase, of a hydrophobic skin benefit agent having a Vaughan Solubility Parameter of from about 5 to about 15 (cal/cm<sup>3</sup>)<sup>0.5</sup>; and
- (c) a density modifier comprising a low density microsphere;

wherein the cleansing phase and the benefit phase have substantially the same density; wherein said striped personal care composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof; and wherein said cleansing phase and said benefit phase are in physical contact within said package.

2. (Allowed) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:

- a) a first stripe comprising a cleansing phase comprising from about 1% to about 50%, by weight of the cleansing phase, of a surfactant selected from the group consisting of anionic surfactant, non-ionic surfactant, zwitterionic surfactant, cationic surfactant, soap, and mixtures thereof;

wherein the cleansing phase is non-Newtonian shear thinning, has a viscosity of equal to or greater than about 3,000 centipoise and a yield point of at least about 0.1 Pascal;

- b) at least one additional stripe comprising a separate benefit phase comprising from about 20% to about 100%, by weight of the benefit phase, of a hydrophobic skin benefit agent selected from the group consisting of hydrocarbons, oils, waxes, silicones, fatty acid derivatives, cholesterol, cholesterol derivatives, diglycerides, triglycerides, vegetable oils, vegetable oil derivatives, acetoglyceride esters, alkyl esters, alkenyl esters, lanolin, lanolin derivatives, wax esters, beeswax derivatives, sterols, phospholipids, and mixtures thereof;

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wherein the hydrophobic benefit agent has a Vaughan Solubility Parameter of from about 5 to about 15 (cal/cm<sup>3</sup>)<sup>0.5</sup>; and

c) a density modifier comprising a low density microsphere;

wherein the cleansing phase and the benefit phase have substantially the same density;

wherein the ratio between the cleansing phase and the benefit phase is from about 1:9 to about 99:1;

wherein the cleansing phase and benefit phase are packaged in physical contact within said package; and

wherein the cleansing phase and benefit phase are present as stripes wherein the stripe size is at least about 0.1 mm in width and at least about 1 mm in length; and

wherein said striped personal cleansing composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof.

3. (Canceled)

4. (Allowed) A personal cleansing article according to claim 1, wherein said low density microsphere comprises a particle having a density lower than 0.7 g/cm<sup>3</sup>.

5. (Allowed) A personal cleansing article according to claim 1, wherein said low density microsphere is comprised of a material selected from the group consisting of inorganic material, organic material, and mixtures thereof.

6. (Allowed) A personal cleansing article according to claim 1, wherein the benefit phase is substantially anhydrous.

7. (Rejected) A personal cleansing article according to claim 1, wherein the benefit phase is substantially free of surfactant.

8. (Allowed) A personal cleansing article according to claim 1, wherein the benefit phase has a Consistency value of from about 1 poise to about 10,000 poise.



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9. (Allowed) A personal cleansing article according to claim 1, wherein the benefit phase has a Shcar Index of from about 0.1 to about 0.8.
10. (Allowed) A personal cleansing article according to claim 1, wherein the hydrophobic benefit agent represents at least about 50% by weight of the benefit phase.
11. (Allowed) A personal cleansing article according to claim 1, wherein said hydrophobic skin benefit agent is selected from the group consisting of petrolatum, mineral oil, micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene, perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes, methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin alcohol linoleate, lanolin alcohol riconoleate, castor oil, soy bean oil, sunflower seed oil, maleated soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, sesame oil, and combinations thereof.
12. (Allowed) A personal cleansing article according to claim 1, wherein the cleansing phase comprises:
  - (i) at least one anionic surfactant;
  - (ii) at least one electrolyte; and
  - (iii) at least one alkanolamide;wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.
13. (Rejected) A personal cleansing article according to claim 12, wherein the cleansing phase comprises from about 3% to about 60%, by weight of said cleansing phase, of total active surfactant.
14. (Allowed) A personal cleansing article according to claim 12, wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate,

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citrate, and mixtures thereof; and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium, and mixtures thereof.

15. (Allowed) A personal cleansing article according to claim 12, wherein the electrolyte is present at a level of from about 0.1% to about 15% by weight of the cleansing phase.
16. (Allowed) A personal cleansing article according to claim 1, wherein said personal cleansing composition further comprises a structurant.
17. (Allowed) A personal cleansing article according to claim 16, wherein the structurant is selected from the group consisting of trihydroxystearin, silicas, clays, and polymers.
18. (Rejected) A personal cleansing article according to claim 1, wherein said personal cleansing composition further comprises a cationic deposition polymer.
19. (Allowed) A personal cleansing article according to claim 1, wherein the cleansing and benefit phases form a pattern within said package.
20. (Allowed) A personal cleansing article composition according to claim 1, wherein said package is transparent.
21. (Canceled)
22. (Canceled)
23. (Allowed) A personal cleansing article according to claim 2, wherein said low density microsphere comprises a particle having a density lower than  $0.7 \text{ g/cm}^3$ .
24. (Allowed) A personal cleansing article according to claim 2, wherein said low density microsphere is comprised of a material selected from the group consisting of inorganic material, organic material, and mixtures thereof.

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25. (Allowed) A personal cleansing article according to claim 2, wherein the benefit phase is substantially anhydrous.
26. (Rejected) A personal cleansing article according to claim 2, wherein the benefit phase is substantially free of surfactant.
27. (Allowed) A personal cleansing article according to claim 2, wherein the benefit phase has a Consistency value of from about 1 poise to about 10,000 poise.
28. (Allowed) A personal cleansing article according to claim 2, wherein the benefit phase has a Shear Index of from about 0.1 to about 0.8.
29. (Allowed) A personal cleansing article according to claim 2, wherein the hydrophobic benefit agent represents at least about 50% by weight of the benefit phase.
30. (Allowed) A personal cleansing article according to claim 2, wherein said hydrophobic skin benefit agent is selected from the group consisting of petrolatum, mineral oil, micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene, perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes, methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin alcohol linoleate, lanolin alcohol riconoleate castor oil, soy bean oil, sunflower seed oil, maleated soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, sesame oil, and combinations thereof.
31. (Allowed) A personal cleansing article according to claim 2, wherein the cleansing phase comprises:
  - (i) at least one anionic surfactant;
  - (ii) at least one electrolyte; and
  - (iii) at least one alkanolamide;

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wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.

32. (Rejected) A personal cleansing article according to claim 31, wherein the cleansing phase comprises from about 3% to about 60%, by weight of said cleansing phase, of total active surfactant.
33. (Allowed) A personal cleansing article according to claim 31, wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate, citrate, and mixtures thereof; and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium, and mixtures thereof.
34. (Allowed) A personal cleansing article according to claim 31, wherein the electrolyte is present at a level of from about 0.1% to about 15% by weight of the cleansing phase.
35. (Allowed) A personal cleansing article according to claim 2, wherein said personal cleansing composition further comprises a structurant.
36. (Allowed) A personal cleansing article according to claim 35, wherein the structurant is selected from the group consisting of trihydroxystearin, silicas, clays, and polymers.
37. (Rejected) A personal cleansing article according to claim 2, wherein said personal cleansing composition further comprises a cationic deposition polymer.
38. (Allowed) A personal cleansing article according to claim 2, wherein the cleansing and benefit phases form a pattern within said package.
39. (Allowed) A personal cleansing article according to claim 2, wherein said package is transparent.

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40. (Canceled).
41. (Allowed) A personal cleansing article according to claim 1, wherein said low density microsphere is present in said cleansing phase.
42. (Allowed) A personal cleansing article according to claim 1, wherein said low density microsphere is present in said benefit phase.
43. (Allowed) A personal cleansing article according to claim 1, wherein said low density microsphere comprises a thermoplastic material.
44. (Allowed) A personal cleansing article according to claim 1, wherein said low density microsphere is hollow comprising an internal cavity.
45. (Allowed) A personal cleansing article according to claim 44, wherein said internal cavity is filled with a gas.
46. (Allowed) A personal cleansing article according to claim 45 wherein said gas is selected from the group consisting of isobutene, isopentane, air and mixtures thereof.
47. (Allowed) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium trideceth sulfate.
48. (Allowed) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium lauroamphoacetate.
49. (Allowed) A personal cleansing article according to claim 1, wherein said hydrophobic skin benefit agent is petrolatum.

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50. (Allowed) A personal cleansing article according to claim 1, wherein said hydrophobic skin benefit agent is mineral oil.
51. (Allowed) A personal cleansing article according to claim 1, wherein said cleansing phase comprises:
- (i) at least one anionic surfactant;
  - (ii) at least one electrolyte; and
  - (iii) at least one amphoteric surfactant;
- wherein said low density microsphere comprises a thermoplastic material and said low density microsphere is hollow comprising an internal cavity filled with a gas.
52. (Allowed) A personal cleansing article according to claim 51, wherein said cleansing phase further comprises a perfume.
53. (Allowed) A personal cleansing article according to claim 51, wherein said cleansing phase further comprises a non-ionic surfactant.
54. (Allowed) A personal cleansing article according to claim 51, wherein said benefit phase comprises petrolatum, mineral oil and a pigment.

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EVIDENCE APPENDIX

None

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**RELATED PROCEEDINGS APPENDIX**

None